

Underage Drinking Prevention Media Campaign



Town of Enfield Youth Services

SPF-SIG Grant

- In October 2006, Youth Services was awarded the SPF-SIG underage drinking prevention grant
- \$85,000 a year for 3 years
- Part of the strategic plan of the grant was to implement a media campaign

Why a Media Campaign?

- Evidenced-based— proven to be effective
- Reaches a large population base
- Educates, promotes, and reminds

Media Campaign Goals

Goal: Reduce underage drinking

- Educate and empower parents about how to talk with their kids about alcohol.
- Eliminate underage access to alcohol in the home by having parents lock it up and monitor access outside the home.
- Educate kids and parents that there are serious long- and short- term risks resulting from early alcohol use.

Prom Promise Ads- Spring 2008

Is Your Child Going to the Fermi Junior Prom?

If your child is going to the prom, use this Prom Promise coupon to start a conversation with your teen about the importance of making healthy choices.

Parents: Did you know that it is illegal to host a party where alcohol is consumed by minors?

According to Connecticut's House Party Law:

- Anyone under 21 is prohibited from possessing alcohol on public OR private property.
- Minors may be fined for violating the law.
- Individuals who knowingly permit minors to possess and/ or consume alcohol may be fined, imprisoned, or both.

For more information about Connecticut's House Party Law, visit www.housepartybill.org

Alcohol-Free Prom Promise

Together we can make healthy choices and work to ensure a safe prom by following this agreement:

We Agree on the following no alcohol rules:

- Young people will not drink alcohol until age 21.
- Young people will not stay at parties where alcohol is being served.
- Young people will not ride in cars with a driver who has been drinking.
- Parents agree to pick up kids at any time and will not discuss the event until the following morning.
- Young people will not allow their guests to bring alcohol into the house. No one is to make alcohol available to anyone under age 21.
- Older brothers and sisters will not encourage younger siblings to drink and will not give them alcohol. Younger brothers and sisters will not take alcohol from anyone.

We Agree that failure to abide by these rules will result in consequences that will be jointly decided by all of us.

The Parents

The Child

The Date



This message brought to you by the
Enfield Together Coalition, Preventing & Reducing Substance Abuse

4 Ads appeared in both the Enfield Press and Reminder News March and May

Logo Contest- Spring 2008



Contest open to Fermi and EHS students. Winner announced at Town Hall Meeting.

Town Corner Sign- Spring 2008

LOVE THEM ENOUGH TO SAY “NO!”

Don't Provide

Don't Ignore

Don't Excuse

The use of alcohol with teens



www.EnfieldTogether.org

Corner Sign on Route 5 and N. Main

Consequences Radio Ad Campaign- Summer 2008

Caught Drinking Underage = Lose Your License For 90+ Days



- **30 second Radio Ads: Underage Drinking Consequences-
2 week flights (76 ads) in July and August**
 - 3 different ads, focusing on: social host law, losing license for underage drinking, parental responsibility, and having fun without alcohol
 - Aired on Kiss 95.7 and told to visit Kiss website (394 Total Hits)
 - Done in collaboration with Glastonbury and Ellington



Choose to Have Fun Without Alcohol

Lake Compounce Radio Ad Campaign & Event- Fall 2008



positive Rewards
For
Positive Behavior

- Utilize KISS 95.7 to promote the Prevention of Underage Drinking



- Announcements included a message to visit KISS website and “Choose to Have Fun Without Alcohol” (355 Hits)

- Upon “Choosing to Have Fun” teens were awarded with free passes to Lake Compounce “Haunted Graveyard” (58 Passes- Enfield)



I choose to have fun
WITHOUT alcohol



Name: Age:
Address:
Zip Code: Phone:
Email:

*Must be 12-18 years old to qualify to win,
and must have parental consent.*



For information on Connecticut State Laws
regarding underage drinking click [here](#).

Holiday Safety- Winter 2008

The holiday season is a time for family and friends to gather and celebrate.

Studies show that parents have the strongest influence over shaping their children's attitudes and behaviors, especially when it comes to making healthy choices.

This holiday season, let's set a positive example and choose to make healthy choices, to keep our kids alcohol-free.

*This message brought to you by the
Enfield Together Coalition,
preventing and reducing substance abuse.
To learn more, visit www.EnfieldTogether.org*



All Enfield — All the time

A STONE'S THROW



ADULT ALCOHOL USE AND ITS IMPACT
ON YOUTH ATTITUDES AND BEHAVIOR

Town of Enfield Paycheck Insert and Stop & Shop flyers

PSA Aired on E-TV

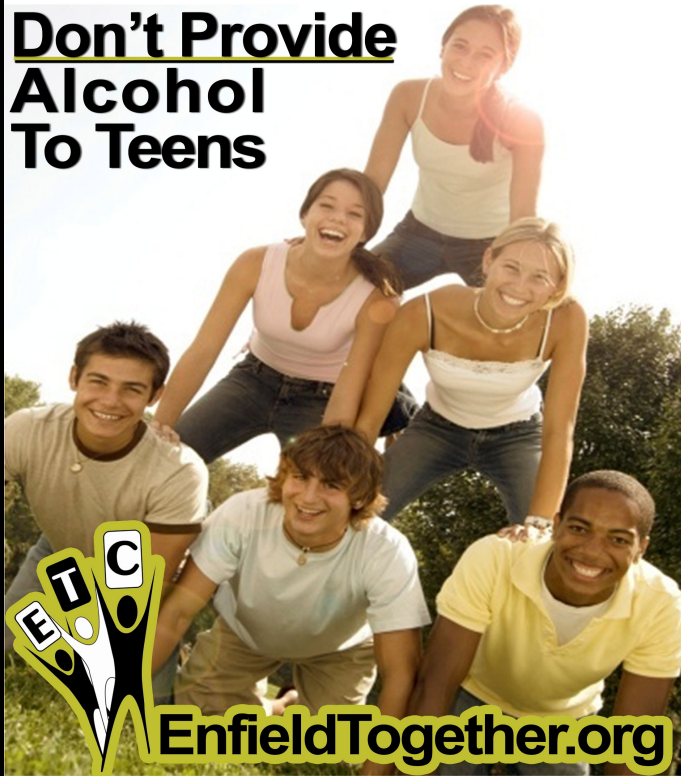
Other Media Campaign Pieces

- 19 articles in local newspapers including Enfield Press, Reminder, Journal Inquirer & Hartford Courant
- Featured in Town Web Letter & Social Services Annual Report
- E-TV Slides
- Enfield Together Coalition Website (www.enfieldtogether.org)

Upcoming Ads

Love them enough to say "NO"

**Don't Provide
Alcohol
To Teens**



Floor Decal- Don't Provide

**Is Your Teen Going to the
EHS Junior Prom?**



www.EnfieldTogether.org

Newspaper Ad- Social Host Law

**Underage drinking can
permanently affect memory.**

In case you forgot.

**SETthe
RulesCT.com**

**PARENTS
EMPOWERED.org**

Newspaper Ad- Brain Development

For more information please contact:

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enfieldtogether.org